

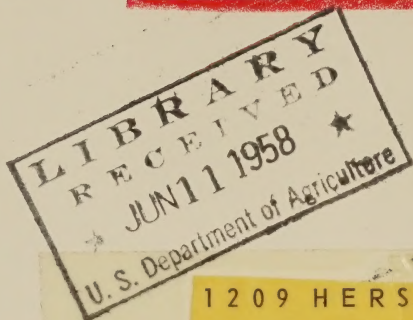
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[1958]

Be

C. SECRIST

Florist



1209 HERSHEY, AVENUE
MUSCATINE, IOWA



GERANIUM SPECIALIST

AUTHORIZED DISTRIBUTOR

WILLIAM E. ATTWOOD & ASSOCIATES

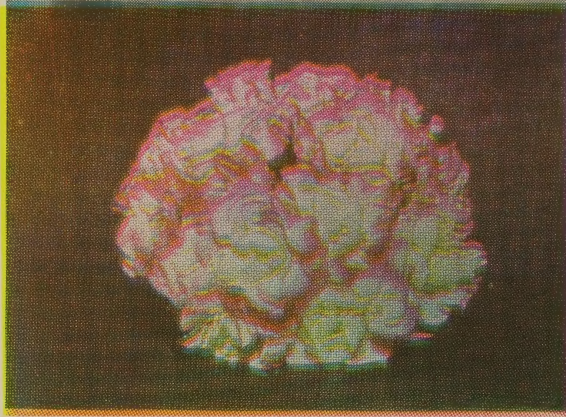
4315 MINNETONKA BLVD.

• MINNEAPOLIS 16, MINN.



Sweetheart

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Appleblossom Rosebud

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*Morning
Star*

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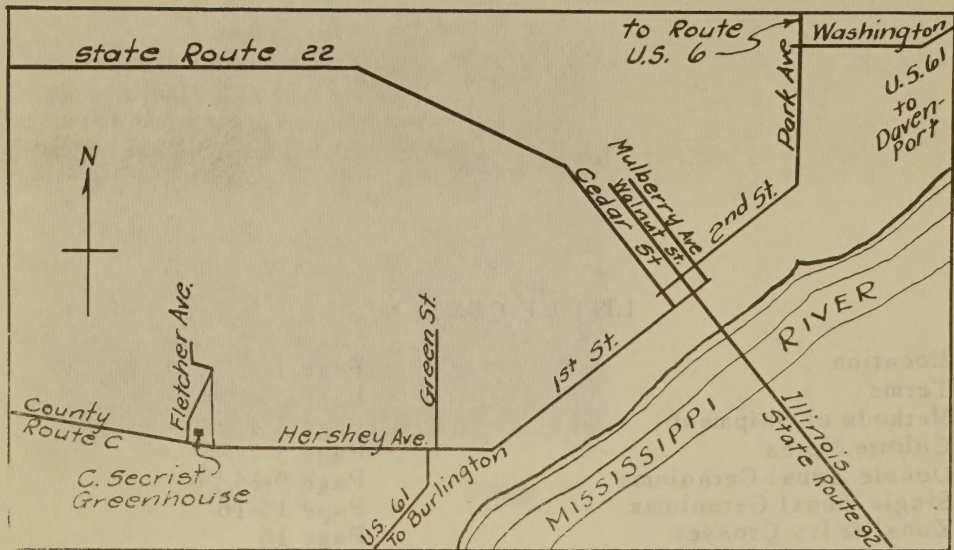
TIPS ON ORDERING

BOOK AHEAD IF AT ALL POSSIBLE. It helps reserve short items. It helps plan shipping dates during rush season.

PAYMENT may be made by check or money order with the order. On reserved orders, payment may be sent anytime before shipping date. Many growers prefer to have their orders sent C.O.D., which may be done with any method of shipping. **NO OPEN ACCOUNTS.**

ENCLOSE YOUR PHONE NUMBER WITH ORDER. We will include it with your address on the packages and it helps avoid delays.

If you wish to call long distance, the best time is in the evenings.



A Little About Our Business

Our greenhouses are located in Southwest Muscatine, easily reached from U.S. Route No. 61. Coming from the South or West, turn West (left) at the first traffic light, from the North or East follow U. S. No. 61 through business district and proceed straight ahead on Hershey Ave. after U.S. No. 61 turns South. We are located about half a mile West of this junction. It is easily located and if in doubt almost anyone in Muscatine will direct you.

Our location at the base of the bluff hills gives us protection from the cold North wind and still allows us to receive the maximum amount of the scarce winter sunlight. Starting in the late thirties, using old houses built back at the turn of the century, we have grown into one of the midwest's most extensive growers and propagators of geraniums. Our cuttings are taken from our own stockplants which, along with the propagating benches occupy almost all the space, the year around. Clean stock plus close periodic inspection by the State of Iowa assure you of clean, disease-free stock and allows shipment of stock into 48 states without inspection.

VISITORS ARE WELCOME at all times. As our residence is located near the greenhouses there is someone here almost all of the time, including Sunday. The houses are especially attractive during the Spring and Summer months when the stock-plants are a mass of color.



House of improved Ricard stock plants.

Terms

Stock offered for sale is available the year around, except when orders exceed the supply. Some novelties are grown only in small quantities and cannot be supplied by the thousands. Orders accepted are subject to cancellation or adjustment in case of crop failure and other conditions beyond our control.

WE DO NO OPEN ACCOUNT BUSINESS. Terms are cash with order, or permission to ship C.O.D. The narrow margin in our type of horticulture does not permit carrying accounts, etc. This is our own rule and is no reflection on anyone's credit. No discounts can be offered as prices are highly competitive. The larger an order is, the more difficult it becomes to protect the customer on short items. Although we enjoy our share of large orders, orders of one to five hundred are appreciated and make up about half of our business. The slight extra charge of the hundred rate offsets the extra cost of packing out the smaller orders. Not less than 750 allowed at the thousand rate. Packing is free.

NAMES ARE TRUE according to the description in this catalog and are based on years of diligent research. In case of error or misunderstanding, in which we are at fault, we will be responsible only to the extent of replacing the original shipment.

PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE. Present price list cancels all other previous quotations. Stock reserved at at higher quotations will be properly adjusted.

Methods of Shipment

Muscatine is located on both the Milwaukee and Rock Island main lines. Due to our central location shipments are dispatched directly to all points and seldom require trans-shipment to any major city. Chicago, St. Louis, Omaha, Kansas City and St. Paul are only 12 hours away by rail.

AIR FREIGHT

Most Airlines have a minimum charge of at least \$4.00. Air freight shipments are sent collect. In some cases this may be the best way. For less than several thousand it is quite expensive.

PARCEL POST -- SPECIAL

Parcel Post with special delivery or special handling is alright for small lots up to 500 or 1000 at the most, if the distance is not great. Also in the heat of summer and in winter there is a great deal of loss in this method.

PARCEL POST RATES INCLUDING SPECIAL HANDLING AND INSURANCE

If Special Delivery Is Wanted, Add 25¢

| Number of Cuttings | ZONES | | | | | | |
|-----------------------|-------|------|------|------|------|------|------|
| | 1-2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 100 | .65 | .69 | .75 | .84 | .95 | 1.06 | 1.17 |
| 150 | .73 | .79 | .89 | 1.03 | 1.18 | 1.36 | 1.53 |
| 200 | .80 | .95 | 1.08 | 1.26 | 1.42 | 1.72 | 1.94 |
| 250 | .90 | 1.00 | 1.15 | 1.35 | 1.59 | 1.87 | 2.12 |
| 300 | 1.03 | 1.15 | 1.33 | 1.59 | 1.88 | 2.22 | 2.53 |
| 400 | 1.24 | 1.41 | 1.66 | 2.01 | 2.41 | 2.88 | 3.30 |
| 500 | 1.31 | 1.56 | 1.87 | 2.29 | 2.77 | 3.34 | 3.84 |

More than 500 cuttings must be packed in more than one box. Insurance can seldom be collected unless entire order is lost or spoiled. In many cases insurance will only be paid if shipment is lost. Although only 10% of our orders are shipped by Parcel Post, over 50% of the losses occur when shipped this way and over 85% of these losses are in the area East of the Mississippi River and South of Tennessee. We do not advise Parcel Post if you live in this area.

Parcel Post is sent charges collect and may be C.O.D.'d for the value of the shipment. Some growers prefer to have the orders sent prepaid and the above table will help in determining the shipping cost. Your post office can tell you what zone you are in from Muscatine, Iowa.

RAILWAY EXPRESS

Rail Express is more advisable than Parcel Post, especially during cold or very hot weather; protection against frost is guaranteed. We feel that this is the best method of shipment at all times. Shipments are insured fully and claims are paid for all or part that are damaged in shipping. Railway Express shipments are made charges collect and the value of the order may be sent C.O.D.

AIR EXPRESS

Air Express is expensive (40¢ to \$1.00 per pound), and delays do occur. Not advised except in very special cases.

AIR MAIL

Better service than Air Express. Cost 60¢ to 80¢ per pound, plus special delivery fee. Special handling not necessary. Postal collect fee will also cover C.O.D. of order.

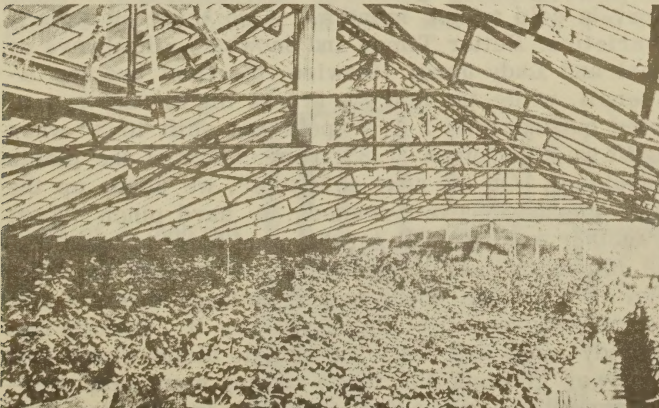
Cultural Notes

Varieties listed in this catalog are not difficult to grow. Any that need special care will have it listed with the description. Remember these ideas set forth here are ideas that work for us and if your conditions vary greatly from ours they may not work for you. If you are already reasonably successful, by all means add any useful knowledge, but don't discard hard won experience and substitute untried (by you) methods. If you know very little about geranium culture,, we hope these will help you. If you are a long time grower, perhaps one or more pointers will help you to improve your crop.

LIGHT. Full light for Zonal Geraniums during cold cloudy weather, up to half shade for bright late spring and hot summer. Burning of blooms in spring is due to too much bright sun.

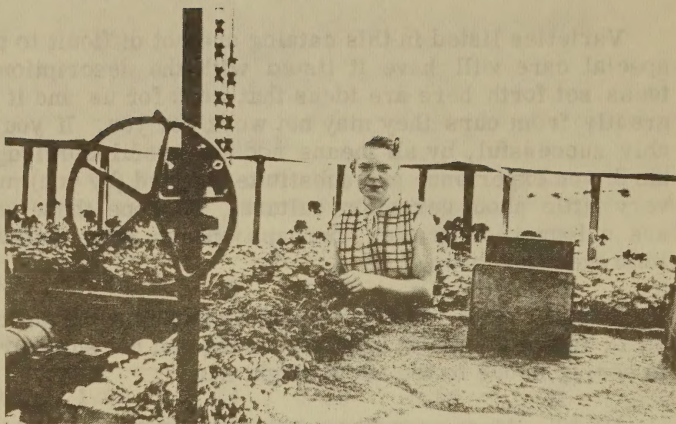
HEAT. Most geraniums will live at 28 to 30 degrees, but they will grow very little and too much water is deadly at those temperatures. At low temperatures spots may appear on the leaves. This may be a true disease brought on by lowered resistance, but we doubt it as the plants will quickly return to normal if given proper heat. Some growers run their houses at 40 to 60 degrees. Plants grown this way should be run on the dry side and fed very little if at all. Resulting plants are slow growing, stocky and solid. Warm grown plants, 60 to 65 degrees, well watered and fed make the fastest plants and a better profit but the plants are softer. However, many customers will pick out the soft plants in the belief that they have the better color and are the best plants. Note that the amount of light and to some extent of heat changes the color of the blooms considerably. Salmon and pink zonals bloomed at low temperatures will have the color pigment flooded to the center of the florets and leave the edges white or streaked. Most pinks will be lighter in winter. One exception is Pink Better Times which is hard to tell from Better Times during dark months.

AIR. Most growers insist on plenty of air and open the ventilators, even during freezing weather. We don't believe in heating the outside and ventilate only when the sun warms the houses too much or when they are too humid. Our plants are as good and usually better than those that insist on air.



Modern clear span house of Salmon Supreme stock plants.

Lois Secrist placing cuttings in rooting medium in one of the propagating houses.



WATER. The commonest cause of plant loss is disease or debility caused by over or under watering. One is as bad as the other. Geraniums should be soaked well and allowed to become reasonably dry but not wilted before watering again. Do not syringe blooming geraniums, it will spoil the blooms if they are wet and in bright sun. If the leaves are dirty a good syringing will help them, if the water has a chance to evaporate within a reasonable time. Syringe only when necessary. Geraniums use lots of water during periods of heavy growth, such as late spring, but can go for long periods without watering in cold cloudy weather. During periods of heavy watering, the plants should be fed so that the water will carry ample food chemicals; otherwise the plants will become waterlogged. We find a good water soluble plant food such as "Plant Marvel" is ideal. Some growers plunge their potted plants during hot summer months. Pots should be set on an inch or two of sand; this keeps the roots from drying out and promotes better color in the leaves.

PINCHING. There are as many rules for pinching as there are growers. If your way works, don't change it. Some people like a long cutting to start with, some a short one. Properly grown they both come out the same. Pot a long cutting low and a short one high and by the time they are in the finished state they will both be the same. Most cuttings from California are long, 4 to 6". Those grown in greenhouses vary, long in months of rapid growth and short in cold winter months. Also there is quite a difference in different varieties. Better Times and Snowball will always be shorter than Salmon Ideal and Lady Jane; likewise, the first two are about the size of a lead pencil, while the last two are as big around as your thumb. We pot the rooted cuttings into 2 1/4" pots and shift to 3" when rootbound. When we shift we light pinch (1/8" from center of the plants that are not already branching). On the next shift to 4", we shape up the plants with another light pinch whenever needed. A hard pinch (about 2"), while it does give another cutting, will set the plant back at least 3 to 5 weeks. If time is not important then it may be worth gaining an extra cutting. There has been a lot written about potting cuttings directly into 4" pots. Better know what you are doing before you try it. Certain fast growing types, such as Lady Jane, will make nice single bloom plants this way. Others that are slower growing will make nothing more than overgrown cuttings. There is still no substitute for work in growing good plants.

CUTTING PROPAGATING. Any good recognized rooting medium may be used for geraniums. We use a sharp sand loose enough that the cuttings can be pushed in without bruising. After placing the cuttings, slanting slightly north, (away from the sun), we water down good; this tends to settle the sand well around each cutting and don't water again until absolutely necessary. Geraniums root with least loss if the surface is dry and the moisture is down where the roots grow. Most loss in the propagating beds is due to too much moisture right where the cutting enters the rooting medium. Never force a cutting into a tight medium; rather open up a slot with a lath or some other thin piece of wood and place the cuttings in this trench. Don't tamp. Cuttings should be recut straight across, just under or in a leaf node, if the end is split or shows signs of rotting. If it is healing then do not cut, as geraniums will root just as well cut any place. However there is less chance of rot entering the soft center if cut at the nodes. Leaves should be removed about 2/3 of the lower length to keep them from laying on the surface, rotting and causing the stems to rot. If some of the ends rot instead of rooting, recut at a node above the rot and replace in the sand. Many will then root. Too strong a rooting powder will cause rot extending from the end up. Rot at a branch or at a scale is due to water collecting there. On some types that have large scales at the nodes, it is best to remove the scale to prevent this happening.

We do not sterilize the rooting medium as that destroys the helpful bacteria along with the harmful ones and, after sterilizing, rot will sometimes get into a bed of cuttings and sweep across it destroying almost the whole bed. We find it much easier to control in an unsterilized bed. We have one dirty bed on which we usually set pots that we always use to root our cuttings during the hot humid days of July and August. They root here with very little loss when they rot anywhere else.

SOIL. Geraniums will grow in almost any soil. The old idea of a tight soil for geraniums has, however, been discarded. For best results a well drained soil will be better. One third sharp sand, one third good loam and one third well rotted cow manure is very good. A good balanced commercial fertilizer, such as Vigoro, can be used in place of the manure; about 7 lbs. to the cubic yard. Add lime to this mixture to take care of the pH. Superphosphate may also be added but not too much, 5 lbs. or under. Superphosphate promotes green growth, but too much and the plants will not bloom. If your soil is poor you can always feed with a

Bench of 4 inch pot plants ready for sale.



water soluble fertilizer. Almost all of the so called geranium diseases are not diseases, but merely plant starvation. Plants starved of nitrogen look poor for a while and then become diseased and die. A pH. below 5.5 and the geranium can no longer take in phosphorus, the plant wilts and drops its leaves. This is what is commonly called virus. 1 oz. lime in 1 gal. of water will correct the pH. condition and save the plant if it has not gone too far. True virus is seldom found in good stock.

PESTS. White fly, aphids, red spider, thrips, mealy bug, and caterpillars are the most common. Parathion bombs, spray or smokes in the greenhouse will get most of them, 50% Malathon Spray will clean up infestation of mealy bug, red spider and aphids. D-D.T. 5% dust will control caterpillars.

ROOTS. Length of roots on the cuttings really doesn't matter too much. Quite often the shorter roots will stand more rough handling than the longer ones. If most of the roots have become broken off, and this does happen once in a while, don't feel too badly about it. Pot them up as usual and they will start off with very little delay. You will have lost only a week at most, as new roots grow very rapidly once they have started. Water down good and leave alone until dry on surface; at the end of a month they will be impossible to tell from the ones that still had their roots.



MAGNIFICENT

ZONAL GERANIUMS

Pelargonium Hortorum

DOUBLE - - SEMI-DOUBLE

Scarlet to Clear Dark Red

Improved Ricard

Semi-double, regular, light brick-red or orange-scarlet. The very large flowers are borne on a solid, fairly compact plant of fast growth. It is a very hardy and excellent pot plant. Heavy thick stems.

Olympic Red

Very similar to Improved Ricard as to color and growth. Requires more water and food than most geraniums. The crooked necks just below the flower head is caused by a dry period as the bud is forming.

Red Landry

Almost identical to Improved Ricard. Same description covers both.

Mitchell's Sensation

Semi-double very large flowers of brilliant scarlet. Very hardy and fine pot plant. Growth same as Improved Ricard. Stronger root system. Reverse side of petals is much lighter.

Red Fiat

Similar to Improved Ricard but much weaker growth and root system. Most that are sold in this area are really Improved Ricard. True Fiat will not stand heat.

Polly Red

Orange-scarlet, slightly darker and brighter than the above. Medium-sized plants, very good bloomer. Grows almost anywhere. Stems not as large as the above types.

REDS

Radio Red

Medium-sized, double, brilliant red. The plant is a large grower, extremely rapid, and free flowering. It is a small-wooded type with stems like Better Times. Very good when a rapid growing plant is needed to finish out quickly.

Avalon Red

SPORT OF RADIO RED -- Larger flower and larger plant. Since Radio Red has been cleaned up, it is generally considered the better of the two as it is about 1/3 smaller in height.

Missouri

SANDRA IRENE -- Identical as far as we can tell. Full double, very brilliant clear red, robust low plant with bright dark green foliage. Makes a very good pot plant, but tends to burn in hot dry areas. Early bloomer.

Double Dryden

Double, bright, light clear red with white center. Good pot plant. Slightly smaller than any of the above in size. The white center gives the illusion of being lighter in color than it really is.

Red Barney

Full double, clear bright dark red on small, low plant with wavy foliage. Excellent pot plant. This is a healthy strain of Red Barney - do not confuse with poor stock that was offered by many growers a few years back.



Lady Jane

ABC Red

Identical with Radio Red but lower growing and more self-branching. Very early bloomer for the North.

TV Red

Strong rapid growth, nearly identical in color and growth to Avalon Red.

Bright Dreams

SLUMBER---Free blooming sport of Dreams with bright but soft medium red double flowers.

Helen Michell

Taller than Red Fiat or Polly Red. The flowers are also larger and slightly more regular. Color is the same as Red Fiat. An excellent bedder south of Chicago.

Improved Red Fiat

Description identical with Helen Michell.

Wyona

Semi double scarlet, slightly darker than Red Fiat and a good bloomer in hot areas. Plant is the same size as Helen Michell.

Irene (Behringer)

This variety is gaining in popularity very rapidly. Plant is very fast, almost a rank grower. Color is usually a clear medium red, but at times has a slightly crimson cast. Extremely free blooming the flower heads are made up of enormous semi-double florets, that have a slight tendency to shatter.

Dark Red Irene

Same as Irene but bright dark red color and do not tend to shatter as much as Irene.

Anna Bluedorn

DARK OLYMPIC---Semi-double dark red that is practically the same as Olympic Red in flower and plant, only the color is darker.



Memories

Reds with Crimson or Ruby Tone

Better Times

The leader in this class. Double dark crimson with scarlet splash in center. Very free bloomer on low growing, compact plant. Medium green foliage with no zone. Small stems.

Royal Times

Double, clear, light American Beauty red. Half-way between Better Times and Pink Better Times. Everything else same as Better Times.

Madder Rose

Dark crimson-red flowers. Fairly large plant with nice size blooms.

Magenta Ruby

Double, good sized flowers of dark purple-crimson with a splash of scarlet in the center. Leaves, growth, etc. like Better Times. One of the best in this group.

Springfield Violet

A. M. MAYNE -- Double very large-flowered purple-crimson, sometimes violet. This is the closest approach to a true purple. Rampart grower, so pinch well.

Gypsy

Double, dark wine-red with a white center. Flowers are good sized, and plant is low and compact. Very unusual color.

Violetta

Old time full double, crimson red with a strong bluish cast. A heavy bloomer with medium sized flowers. Very similar to Madder Rose.

Lady Jane

MARQUISE DE CASTELANE -- Two names for the same plant. Double big round, red crimson flower. Strong pot plant. Large heavy stems.

Pride of Camden

CAMDEN NUTT -- Both the same plant. Full double, dark crimson-red. One of the darkest of Florists geraniums. Large plant with small stems. Good bloomer.

S. A. Nutt

Similar to Camden but flower heads are flatter, leaf rounder, stems slightly heavier and root system is much weaker. Too much water is deadly. Velvety sheen to bloom makes it appear slightly darker.

Monsieur Emile David

Large bluish-rose, double flowers with white centers. Strong plant and a popular old-time variety.

FANCY-LEAVED ZONALS WITH DOUBLE RED FLOWERS THAT BLOOM AS GOOD AS THE STANDARD VARIETIES.

Secrist's Red

Our own introduction. A sport that is nearly "fixed". Bloom almost the same color of Olympic Red. Not quite as large blooms but many more of them. Very free bloomer and very good at branching, requires almost no pinching. Leaves are a bright green with strong zone that turns red-brown with full sunlight. Stems small but strong, white color stems and bottom of leaves turns red with full sun. Gives a variegated look. Very good pot plant. Stands the Midwest heat very well.

Magenta MacMahaon (Bode 1957)

Strong plant of good color with a wide zone and large single fuchsia-red bloom that blends beautifully with the foliage.

Salmon-Pink

Hawkeye Salmonette (Iowa State)

New salmon-pink that is short and bushy but still strong growing. It has been acclaimed by those who have tried it.

Hawkeye Pink Cloud (Iowa State):)

New light pink about same color as Enchantress Fiat. Strong growing, short and bushy. A distinct improvement.

Sprinqtime (Behringer)

Salmon-pink with all the Irene characteristics. Blooms very early.

Beaute Poitevine

Shipped from California only. Soft pinkish-salmon, semi-double, large flower on a very strong plant. An oldtimer that still holds it's popularity.

Mme Landry

Semi-double, rich clear salmon on a strong dependable plant. Preferred by many over Fiat as the flowers do not shatter and the plant is one the best bedders.

Salmon Ideal

Identical with Mme. Landry except for barely discernable differences. Both varieties were once the same, separate growing has produced slight differences.

Enchantress (Not Fiat Enchantress)

Very Strong growing, bright lively double salmon. This is an excellent pot and bedding plant especially for hot areas.

Joy (Miller)

Large creamy-white, double flowers margined and flecked with apricot-pink on a small plant that blooms freely.

Mrs. Esham (Pekin Hill Ghs.)

Free flowering, semi-double, rich salmon-pink that is darker than Fiat and almost identical with Maisie.

Maisie (Tonseth 1946)

Long stems hold dark salmon semi-double flowers high above the foliage. This is a excellent pot plant that is similar to Fiat.

Welcome (Miller)

Fiery salmon-pink, semi-double Fiat type plant that is one of the earlist and most continuous bloomers.

Always (Miller)

Full double, creamy white florets flushed with soft shrimp-pink on a typical Miller Hybred plant.

Lullaby (Schmidt)

Strong growing, large double apricot-salmon flowers with light center. A beautiful plant if well watered and fed.

Susan (Schmidt)

\$8.00 per 100 supply limited.

New coral-pink double, color similar to Gorgeous. Nice plant for pots and bedding.

Salmon Irene (Behringer)

Rapid growing plant with flowers very similar in color to Salmon Supreme. Typical Irene blooming and growing qualities.

Mme. Jaulin

APPLEBLOSSOM -- Very large semi-double, bright salmon-pink in center with soft cream on the outer edge. During warm weather the colors are reversed. Superb pot plant. Very hardy, grow this one in place of Fiat Enchantress and it will grow, not die as Fiat does.

Secrist's Pink

Double, medium-sized, clear light pink flowers. Excellent pot plant, small stems, very compact, vigorous grower but branches so easily that it is almost impossible to get cuttings more than two or three inches long. This is our own introduction, a fixed sport of Snowball. Same green leaves with no zone, more compact and earlier and more profuse bloomer. We are usually behind on our orders for this variety.

Magnificent

Enormous semi-double flowers of a rich light salmon pink, slightly brighter than Fiat Enchantress. Introduced by Bode in 1955, this is an excellent plant.

Fiat Enchantress

Semi-double soft salmon-pink blooms. It makes nice pot plants, but is delicate for outdoor planting. We prefer several other varieties, but it is still a very good selling plant.

Pink Fiat

Semi-double, salmon pink of exceptionally brilliant hue. Self-branching plant with profusion of blooms make this a good pot plant.

Elizabeth Bode

Introduced in 1954 by Bode. Enormous double reddish-salmon sport of Improved Ricard

Palmier's Salmon Supreme

Semi-double, light, clear salmon. This is the best in it's class and makes an excellent pot plant. Foliage is excellent.

Salmon Supreme

(Original) Semi-double to double. Much darker than Palmer's, stockier and taller growth. Unless specifically requested all orders for Salmon Supreme are filled with Palmier's.

Picardy

Practically identical to Palmier's Salmon Supreme, but under some conditions shows a little bit of a pink cast. Picardy is a healthy, hardy variety that makes a fine pot plant.

Dreams (Miller)

Full double, good sized flowers of clear salmon-pink that stands well above the fast growing plant.

Gorgeous

AVALON BEAUTY--Light pink sport of Pink Fiat, with same type flower. Plant is stronger and taller than Fiat and much more satisfactory for bedding.

Orange

Orange Ricard

This is the only orange double used extensively in the trade. Color is a good orange to a slightly scarlet-orange. Potassium nitrate will make the color quite scarlet. The plant is typically Alphonse Ricard from which it sported.

Pink to Dark Rose

Jean Viaud

Shipped from California only. Semi-double, lavender-pink with white center. The color is practically the same as California Giant, the flower almost as large. Blooms later than many in this group, but a very strong, heat resistant plant.

Reverie (Miller)

Excellent, large-flowered, light orchid-pink that is very free blooming and with rapid growth.

Springfield Shell Pink

Strong, compact growing plant with a profusion of medium sized double flowers. A very prolific bloomer.

Pink Barney

Full double, deep rose-pink blooms with small white center.

California Giant

Almost identical with Pink Giant, but a full shade lighter in color. A heavy wooded, strong, beautiful variety.

American Beauty

The plant is large and very free blooming with double, very large clear reddish-rose flowers.

Penny (Penny Irene)

Probably the strongest plant of all Irenes. Free blooming large semi-double, neon-pink flowers.

Beauty of El Segundo

Strong growing, free blooming dark pink on a Fiat type plant. Color one shade darker than Pink Fiat.

California Beauty

(Schultz) Semi-double, light rose-pink flowers on a low growing plant that makes a fine pot plant.

Pink Sensation

New pink introduction that should prove very good. •

Pink Abundance

Double, very large reddish, rose-pink flowers on a large, fast growing, free blooming plant.

Genie (Behringer)

The latest Irene in a rose color. We believe this one will also be tops.

Mrs. Richard Gloede

THOMAS MEEHAN -- LOS ANGELES BEAUTY -- Double, clear rose with salmon cast. Very good pot plant. Nice dark green foliage with colorful zone.

Pink Better Times

EDNA -- Double, dark lavender-pink with white center. This is the true strain, a sport of Better Times. Growth, etc. same as Better Times.

Irvington Beauty

Semi-double soft rose with salmon cast. Very heavy bloomer with showy flowers. Good, well known pot variety.

Pink Giant

Semi-double, enormous flowers of rose-pink with eye. Low growing, stocky plants.

Pink Phenomenal

(PHENOMENAL PINK) -- Almost identical with Pink Giant but the plant is slightly larger.

White

Mme Buchner

Double, beautiful pure white flower makes this a leading white. Fine early bloomer that is good for Easter sales.

Snowball

Identical with Mme. Buchner, but stronger plant and larger flowers. White also a shade purer.

Madonna

Double, good sized flowers that bloom early. Small wood stems and plant nearly the same size as Mme. Buchner.

Fraicheur

Double, peotee type, white with very narrow red edge on petals. This is a novel, attractive, and very free blooming plant. It should be pinched, watched against overwatering, and fed well.

SINGLE ZONALS

Single zonals are brighter colored and generally heavier bloomers than the doubles, but they will shatter before the doubles will. If handled with care this group are money makers as there are colors here that can't be found elsewhere. Most retail customers don't know a double from a single and most singles sell on sight.

Velma

Extremely large garnet red, often six inches in diameter. Very good for dry areas.

SALMON

Mrs. E. G. Hill

Light salmon florets of the pansy type. This is the leading single, and in some sections of the country outsells the double salmons. Very good pot plant.

Suzanne Leepre

Very large flowers of rich salmon on a fine study plant. Considered by many to be better than E G Hill.

MAGENTA

Lady Ruth

Dark fuchsia with a scarlet splash at the base of the upper petals. This is the bluish-red color found in no other geranium.

ORANGE

Admiral Maxime Kovalevski

DIABLO -- Brilliant, clear orange good size and free flowing. Low growing with unzoned foliage makes a fine pot plant.

SCARLET

Herrick

Compact pot plant. Watch the water, too much and it dies.

Paul Crampel (California Strain)

Extremely brilliant orange-scarlet of excellent size blooms carried well above the bright green foliage.

CRIMSON

Beauty of Glassenwood

BEAUTY OF CHATSWORTH -- CALIFORNIA -- Very fine, light cherry red with small white eye. Compact and free blooming.

Will Rogers

Enormous, vivid, purple-crimson flowers. Probably the darkest red so far. Small splash of intense scarlet in the center of each floret. Heavy thick stems and soft grayish-green foliage. Very good pot plant.

PAINTED LADY VARIETIES

White centered, the two colors blending from one to the other. When ordering specify variety; otherwise a mixture will be sent.

Ramona No. 2

White to light pink. Profuse bloomer, compact plant.

Lady of Spain

Beautiful large, light coral-pink, with a white center.

Carmel

White with a narrow margin of bright red around the outer edge of petals. A dependable bloomer and a good pot plant. Carmel is not a "fixed" sport and a fairly high percent will revert toward Alice of Vincennes.

Alice of Vincennes

White through very light red. Good size blooms, a good pot plant.

Berkley Belle

White through very light red. Rounder floret than Alice of Vincennes.

Cheerio

Orange-salmon, shading to a white center. Very profused bloomer.

Lady Dryden

Scarlet red with white center.

Salmon Queen

White through brilliant salmon. Good hardy plant.

Painted Lady

White through light cerise red. This is the one that lends its name to the type. A good pot plant.

Ann Sothern

Medium fuchsia on outer edge of petals, shading to a white center.

Bougainvillea

Crimson-purple with white center. This is it, beautiful.

ZONAL AND IVY-LEAVED CROSSES

Typified by richly colored flowers, with a waxy appearance.

Irma

Small double, salmon-apricot flowers with a small white center in each floret.

E. H. Trego

LOUISE--Enormous double, brilliant scarlet flowers on loosely upright plant. A fine pot plant.

Ramona

Full, double, dark vermillion to crimson flowers, often with a deep rose blush. Good compact pot plant.

Memories

Semi-double, very large pale orchid flowers, which stand well above a bushy compact plant.

IVY-LEAVED GERANIUMS

Pelargonium Peltatum

Ivy-leaved geraniums are all low growing plants. They are used for hanging baskets, window boxes and pot plants. Almost all withstand more exposure to hot sun than the zonals.

Charles Turner

Leading pink, strong grower, rose-pink and profuse bloomer.

Intensity Red

Waxy scarlet bloom up to two and a half inches across each floret.

Joan D'Arc

Single lavender flowers on small stemmed compact plant with shield-like leaves.

Mrs. Banks

Pure white with crimson veining in throat. Semi-double, strong grower.

Contesse De Grey

Light pink with a rose cast. Quite popular.

Joseph Warren

Double, cerise to purple-cerise on a strong compact plant.

Charles Monsolet

Double, cerise to cerise purple on a very strong compact plant.

Willy

DARK RED--Double dark red, on a strong plant with neat foliage. One of the finest florist varieties.

VARIEGATED-LEAVED

Mme. Margot (L'Elegante)

Large single lilac-white. Green shield-shaped leaves with creamy edges which turn magenta-pink if plant is run on the dry side, or given full sun occasionally. This one likes partial or full shade and a cool moist location.

Sunset (Duke of Edinburgh)

Bright cream or pale yellow leaves with green on small stems. This one is quite different from Margot and likes full sun.



Mme. Margot (L'Elegante)

FANCY-LEAVED ZONALS

Healthy fancy-leaved zonals are easy to grow. Their restricted green chorophyl area necessitate light feeding more often than the all green leaved varieties. They like a sandy soil, for good drainage, and lots of light.

Mountain of Snow

Very attractive green leaf with wide clean white edge. Flowers are single orange-red.

Mme. Languth (Wm)

Very strong grower. Green leaf, edged in creamy white, often has a brownish cast. Flowers are full double, light crimson-red. Equal to many common zonals.

Mme. Salleron

(MME. SALLEROI) -- Dwarf (not over six inches) with cream-edged green leaves. Foliage has a pleasant fragrance. Does not bloom.

Skies of Italy

Beautiful maple shaped leaf, bright yellow with chocolate zone, splashed with scarlet and purple. Color will be improved with a low nitrate diet.

Alpha

Semi-dwarf plant with small stems and deeply serrated foliage. Bronze-leaved. Profuse, single red flowers.

Happy Thought

Green leaf with yellow center and single red flowers. Plant stems are usually yellow. Good strong plant.

Double Mrs. Pollock

Highly colored zone with yellow leaves. Leaves are rounder than Skies of Italy and plant more dwarf. Double red bloom.

Crystal Palace Gem

Reverse pattern of Happy Thought, Butterflu green and surrounding leaf yellow. Single light red flower.

UNUSUAL GERANIUM NOVELTIES

The following varieties are out of the ordinary and add sparkle to any retailer's line. They are both unusual and beautiful. Most of these grow easily under either proper greenhouse or home conditions. Their scarcity is due to their tender nature which prevents them from wintering in cellars and such places.

BIRD'S EGG

Petals stippled with tiny carmine dots like those found on a bird's egg.

Single Light Pink

Almost white. The speckles show up well.

Single Rose Pink

Excellent flower with good speckles.

Single Coral

Large flower with good speckles.

Double Lavender Pink

Fine, large, double flower with plenty of speckles.

ROSEBUD VARIETIES

The rosebuds are beautiful novelties. The florets are extremely double tiny rosettes which hold their shape throughout the life of the flower. Plants are hardy and dependable and very free flowering. Scarlet Rosebud will not stand being too wet or too dry. Appleblossom and Scarlet bloom early and continuously. Pink and Magenta bloom profusely after May 15th.

Appleblossom Rosebud

White, edged with rose. Early.

Pink Rosebud

Bright, pink, largest flower.

Scarlet Rosebud

Vivid, glistening, scarlet. Early.

Magenta Rosebud

Cerise-red rather than magenta.

CACTUS FLOWERED

Very pretty and interesting. Flowers have long narrow petals sometimes straight and flat, sometimes twisted or rolled.

Morning Star

Splendid double, brilliant light salmon which often has a decided yellow tone. The plant is low and very much self-branching.

Southern Cross

Large double, beautiful reddish-coral. Very fine plant.

Poinsettia

Long-petaled double, brilliant red. Well-grown plant produces flowers of great beauty. Will not stand drought but is fast growing under favorable conditions.

Pink Poinsettia

Very double, flowers narrow flat petals of soft pink. Strong plant.

Hulda Conn

Full double, salmon flowers, smaller and darker than Morning Star, but very free flowering.

Silver Stars

Pure white single with long narrow petals that curve backwards. The flower heads are very large for this type.

Noel

(WHITE POINSETTIA) -- Beautiful curved-petaled double flowers are pure white. Good plant.

GARDEN HYBRIDS

True garden hybrids of wild species varieties. Most of them have kept the basic wild features, yet are acclimated to garden culture.

Old Scarlet Unique

P. FULGIDUM (1) -- Large gray-green plant with soft, deep-cut foliage and an abundance of bright red flowers, blotched on upper petals with black.

Sweetheart Geranium

P. ECHINATUM -- Called cactus-stemmed geranium because of soft spines on stems. Leaves gray-green with thick, fleshy, much branched stems. Small flowers are beautiful orchid-like blossoms borne in clusters. Blossoms are white to light pink, blotched crimson on upper petals.

OTHER NOVELTIES

Mr. Wren

Flowers are single white, or sometimes very light pink, with the inner two-thirds of the florets solid scarlet. The petals look as if the scarlet had been laid on with a narrow brush in three or four strokes, each ending at a different length on the white.

Phlox

BRIGHT EYES -- Single white or very light pink with center half of each floret bright pink or sometimes very light red. Plant low and compact.

New Life

FLAG OF DENMARK -- **STARS AND STRIPES** -- **PEPPERMINT STICK** -- Miniature florets, seldom a half-inch in diameter, which are curled and twisted. Petals are white and red striped, half and half, or all red and white. The many florets make up a nice sized head. A compact plant.

Single New Life

The single florets of scarlet are striped and penciled with white. The plant is compact with dark green foliage. Sports freely to New Life Phlox.

New Life Phlox

The florets are light pink, with a salmon or coral center. Compact plant, more free flowering than regular Phlox, but smaller flowers.



Sweetheart Geranium

CARNATION FLOWERED

Cerise Carnation

Double, large flowered, well notched petals of a beautiful cerise color. Very robust plant.

SCENTED LEAVED GERANIUMS

Each scent listed is distinct from flowers and some have highly colorful some are quite hard to root. Ship

the others. Many have beautiful foliage. Easy to grow, although well.

Lady Plymouth, (Variegated Rose)

P. GRAVEOLENS VARIEGATUM -- Excellent light yellow plant with a healthy look. Superb pot plant with rose scent.

Snowflake

P. ADCIFOLIUM -- An irregularly variegated form of Roundleaf Rose. Splashed with yellow, rose scent.

Old Fashioned Rose

P. G. RAVEOIENS-- Big plant probably the best known of this class. It is the variety most often used in flavoring jellies and preserves.

Crowfoot

RADULA--Parent of most of the rose-scented geraniums. The foliage is very deeply cut, almost just rib-stems of bluish-grey Tiny lavender flowers.

Silver-Leaf-Rose, (Grey Lady Plymouth)

P. GRAVEOLENS MARGINALIS -- Used in flavoring jellies, etc. Has a very narrow silver edge. Good pot plant.

Fair Ellen

Well shaped plant with dark green foliage that has a chocolate-brown center. Oak shaped leaves and very free bloomer.

Apple Cider

P. FRAGRANS LOGEEI -- Apple and nutmeg cross. Foliage is light bright green. Tiny white flowers.

Lime

P. NERVOSUM -- Attractive low, round plant with saw-toothed foliage and nice lavender flowers. Free bloomer. Lime scent.

Pungent Peppermint

P. DENTICULATUM TOMENTOSUM Fine large, upright plant with deeply cut, gray, foliage, and very sharp distinct peppermint scent.

Wormwood

P. ABROTANIFOLIUM -- A woody appearing plant with attractive tiny gray leaves. Foliage is excellent in sachets.

Apricot (M. Ninon)

P. SCABRUM -- Apricot (more like leaves of apricot) scent. Flowers are brilliant crimson, foliage is deeply toothed, bright, glossy green. Good pot plant.

Lady Mary

P. LIMONEUM -- Slight lemon scent. Excellent pot plant with pale orchid flowers with upper petals crimson.

Shottesham Pet

Filbert-scented, low, round, light green plant with deeply cut foliage and a myriad of small brilliant red flowers.

Peach, (Gooseberry Leaved)

P. GROSSULAROIDES -- Very distinct rich pleasing odor. Plant is compact and upright with foliage close to the stem. The foliage is green and variegated in a pretty hit-and-miss fashion. Flowers are pale orchid.

Fern Leaf

P. FILICIFOLIUM -- Strongly pungent, dark green, finely cut foliage that is sticky to the touch. Plant is trim and upright with pale orchid flowers.

Variegated Prince Rupert

P. CRISPUM VARIEGATUM -- Flowers are light fuschia, scent true lemon. Good pot plant.



The International Geranium Society is a group of hobbyists, hybridizers, and commercial growers. A small quarterly magazine is sent to members, considerable publicity work is helping to popularize geraniums, and nomenclature, including registering new varieties, is a prime aim. The Society is worthy of your support.

Dwarf Geraniums

WHAT ARE THE SEMI-DWARFS AND DWARFS?

Dwarfs grow 6 to 8 inches tall in pots and 8 to 12 in garden. Semi-dwarfs are 8 to 10 inches tall in pot culture and up to 18 when grown in the garden. A 4 inch pot plant can be finished out from rooted cuttings in 90 to 100 days. They are fine for borders and bedding.

Dwarfs must have more water and feed than other geraniums. Keep moist at all times and feed with liquid feed every 4 to 5 waterings.

Goblin (Kerrigan)

Double, good-sized flowers formed of large close florets of bright red. The plant is compact and well formed. A superb variety and a heavy bloomer.

Mme. Fournier

Compact, bright red single with dark green foliage. Dependable grower that is a parent of many of today's dwarfs.

Mr. Everaarts

Imported from Holland, has large double flowers that are rose with a white center. A very compact plant.

Emma Hossler

Another Dutch import that is a double light clear pink with a white center. Very free flowing and a fine pot plant.

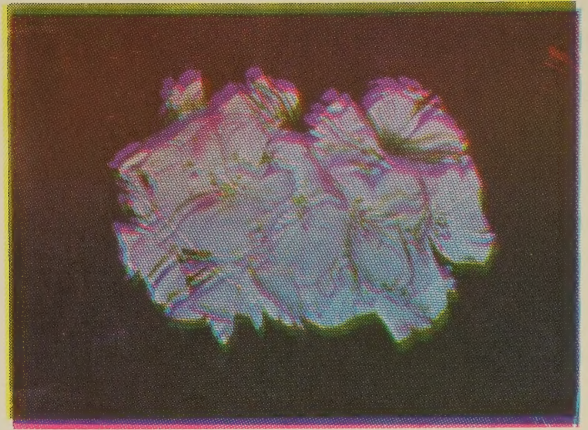
Little Darling (Kleiner Liebling)

Low, compact dwarf with tiny single rose-pink flowers that literally cover the plant during heavy blooming periods. The wood is very small, rising nearly straight up from the base. The small foliage is a clear green. Makes excellent pot plants or is fine in borders.

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